

Electronic Acknowledgement Receipt

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| EFS ID: | 8942945 |
| Application Number: | 10814104 |
| International Application Number: | |
| Confirmation Number: | 5182 |
| Title of Invention: | Rendering content-targeted ads with e-mail |
| First Named Inventor/Applicant Name: | Paul Buchheit |
| Customer Number: | 82402 |
| Filer: | John C. Pokotylo |
| Filer Authorized By: | |
| Attorney Docket Number: | Google-74 (GP-282-00-US) |
| Receipt Date: | 01-DEC-2010 |
| Filing Date: | 31-MAR-2004 |
| Time Stamp: | 14:13:16 |
| Application Type: | Utility under 35 USC 111(a) |

Payment information:

| | |
|------------------------|----|
| Submitted with Payment | no |
|------------------------|----|

File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/ Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|-------------------------------|--|------------------|------------------|
| 1 | Transmittal Letter | Google-74_IDS_TRANSMITTAL.pdf | 123489 340cd7fea97fc201ad800b8b2b8e6134fb8b326a | no | 2 |

Warnings:

Information:

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| 2 | Information Disclosure Statement (IDS) Filed (SB/08) | Google-74_IDS_PTO-SB-08A. pdf | 88969 e81ebf7aceed4a0e05bc418dd35ee1204e15405e | no | 1 |
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| This is not an USPTO supplied IDS fillable form | | | | | |
| 3 | Foreign Reference | Ref_AU.pdf | 1124323 e92d1f74c2c714acd2d26ccf0891a57cd435926f | no | 8 |
| Warnings: | | | | | |
| Information: | | | | | |
| 4 | Foreign Reference | Ref_AU_Eng_Trans.pdf | 1036426 a74c26152a6863c4a15a0e0c5d5c5118abc a8e69 | no | 8 |
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